



City of Santa Barbara

Planning Division

SIGN COMMITTEE

CONSENT CALENDAR MINUTES

Monday, July 9, 2012 **David Gebhard Public Meeting Room: 630 Garden Street** **2:30 P.M.**

COMMITTEE MEMBERS: NATALIE COPE, *Chair*
 BOB CUNNINGHAM, *Vice-Chair* (Consent Calendar Representative)
 LOUISE BOUCHER (HLC)
 DAWN SHERRY (ABR) (Consent Calendar Representative)
 KEITH RIVERA (ABR) (Consent Calendar Alternate)
 PAUL ZINK (ABR) (Consent Calendar Alternate)

CITY COUNCIL LIAISON: RANDY ROWSE

STAFF: JAIME LIMÓN, Senior Planner
 TONY BOUGHMAN, Planning Technician
 GLORIA SHAFER, Commission Secretary

Website: www.SantaBarbaraCa.gov

GENERAL BUSINESS (2:30):

Representatives present: Sherry and Zink

Staff present: Boughman

- A. Public Comments: There was no public comment.
- B. Review of the minutes of the Sign Committee meeting of June 25, 2012 – postponed to the next Sign Committee meeting.
- C. Listing of approved Conforming Signs from June 26, 2012 through July 3, 2012.

 There were no signs reviewed from June 26 through July 3, 2012.
- D. Announcements, requests by applicants for continuances and withdrawals, and future agenda items.

 There were no announcements.

NEW ITEM**A. 350 HITCHCOCK WAY**

E-3/PD/SD-2 Zone

(2:30) Assessor's Parcel Number: 051-240-003
 Application Number: SGN2012-00080
 Contractor: C B & G Sign Solutions
 Business Name: DCH Lexus

(Concept review only. Proposed are a new 30.25 square foot face-lit channel letter Lexus wall sign with 18-inch letters and a logo, one 11.25 square foot face lit channel letter Service sign, and one 8 square foot directional monument sign. An existing 43.15 square foot wall sign and a 48 square foot monument sign will remain. Requested is 49.5 square feet of new signage along with the 91.15 square feet existing for a total of 140.65 square feet of signage on the site. Exceptions are requested for the Lexus letters to exceed 12 inches and for the total signage to exceed 90 square feet. Requested is 49.43 square feet of signage in addition to 91.15 square feet of existing signage. The linear building frontage is 152.00 feet. The allowable signage is 90.00 square feet.)

(Concept Review, comments only. Exceptions are requested for letter height exceeding 12 inches and total square footage exceeding 90 square feet. Project requires exception findings.)

Continued to Conforming with the following comments:

Reduce the south elevation wall signage to 12" letters and reduce the size of the logo proportionately. 2) The board is comfortable with the number of signs proposed and exceeding the maximum of 90 square feet. 3) Reduce the size of proposed way finding monument sign to a 3'6" width and reduce the height proportionately.

NEW ITEM**B. 401 S HOPE AVE**

E-3/P-D/SP-4/SD-2 Zone

(2:45) Assessor's Parcel Number: 051-240-018
 Application Number: SGN2012-00081
 Business Name: Acura
 Contractor: C B & G Sign Solutions

(Proposal for two new signs for the Acura brand at an existing automotive dealership. The new signs consist of a 12 square foot non-illuminated monument sign and a 7.5 square foot non-illuminated pin-mounted letter wall sign with logo. The new signs total 19.5 square feet and will replace the previous Hyundai signs totaling 26.9 square feet. Existing signage totals 188 square feet and the new total square footage will be 180.6 square feet. Requested is 19.50 square feet of signage in addition to 188.00 square feet of existing signage. The linear building frontage is 370.00 feet. The allowable signage is 90.00 square feet.)

Approved with the condition